

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 249 Issue 1

**WNCN-TV**  
accurate, balanced, to the point



**WNCN-TV**  
1205 Front St.  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	21825	Campaign Ref:	E:120906026
Buyer:	US	Client/Product/Estimate:	. / 1190	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/07/12 to 09/10/12	Weeks:	2	Order Ref:	06305827
Est./PO Number:	06305827	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
1	M-F 7a Today Show MTWTFSS Isolations: W/C 09/10 M.....	03	575	30 Comme	Nbr of Spots	2	2	1150
2	M-F 7a Today Show MTWTFSS Isolations: W/C 09/03 ....F..	03	575	30 Comme	Nbr of Spots	2	2	1150
3	M-F 9a Today Show II MTWTFSS Isolations: W/C 09/10 M.....	03	250	30 Comme	Nbr of Spots	2	2	500
4	M-F 9a Today Show II MTWTFSS Isolations: W/C 09/03 ....F..	03	250	30 Comme	Nbr of Spots	2	2	500
5	M-F 10a Today Show III MTWTFSS Isolations: W/C 09/03 ....F..	03	200	30 Comme	Nbr of Spots	1	1	200
6	M-F 10a Today Show III MTWTFSS Isolations: W/C 09/10 M.....	03	200	30 Comme	Nbr of Spots	1	1	200
7	M-F 11a My Carolina Today MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	04	75	30 Comme	Nbr of Spots	1	1	150
8	M-F 5p Judge Judy MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	03	210	30 Comme	Nbr of Spots	2	2	840
9	M-F 530p Judge Judy MTWTFSS Isolations: W/C 09/03 ....F..	03	210	30 Comme	Nbr of Spots	2	2	840
Weekly Totals: Total Spots(Ord Spots)					31	19	50	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type			Rate	Spot Type			09/03	09/10	Total	Cost
10	M-F 6p News MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	03			400	30 Comme	Nbr of Spots		2	2	4	160
11	M-F 7p News MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	02			575	30 Comme	Nbr of Spots		2	2	4	230
12	M-F 730p Extra MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	03			275	30 Comme	Nbr of Spots		2	2	4	1100
13	M-Su 11p News MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	03			615	30 Comme	Nbr of Spots		2	2	4	2460
14	M-F 1135p ET / 1035p CT Tonight Show MTWTFSS Isolations: W/C 09/03 ....F.. W/C 09/10 M.....	03			175	30 Comme	Nbr of Spots		1	1	2	350
15	Sat 7a Today Show MTWTFSS Isolations: W/C 09/03 .....S.	03			200	30 Comme	Nbr of Spots		2		2	400
16	Sun 11a Chris Matthews Show MTWTFSS Isolations: W/C 09/03 .....S	03			150	30 Comme	Nbr of Spots		1		1	150
17	Sat SEC Football MTWTFSS 12:00:00--15:00:00 Isolations: W/C 09/03 .....S.	03			350	30 Comme	Nbr of Spots		3		3	1050
18	Sun 8a Today Show MTWTFSS Isolations: W/C 09/03 .....S	02			250	30 Comme	Nbr of Spots		1		1	250
Weekly Totals: Total Spots(Ord Spots)									31	19	50	

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<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 21825	<b>Campaign Ref:</b> E:120906026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ./. /190	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/07/12 to 09/10/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06305827
<b>Est./PO Number:</b> 06305827	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
19	Sun 10a Meet The Press MTWTFSS Isolations: W/C 09/03 .....S	03	750	30 Comme	Nbr of Spots	1	1	750
20	Sun 6p News MTWTFSS Isolations: W/C 09/03 .....S	03	185	30 Comme	Nbr of Spots	1	1	185
21	Sun 7p ET / 6p CT Football Night In America MTWTFSS Isolations: W/C 09/03 .....S	06	700	30 Comme	Nbr of Spots	1	1	700
22	Sun 815p ET / 715p CT NBC Sunday Night Football MTWTFSS Isolations: W/C 09/03 .....S	06	2500	30 Comme	Nbr of Spots	2	2	5000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					31	19	50	

<b>Grand Totals</b>		<b>Month 9 Weeks: 5</b>	
<b>Totals</b>		09/03	09/10
Spots	50	31	19
Cost	21825	15155	6670

<b>Grand Totals:</b>	<b>Spots:</b> 50
	<b>Gross Total:</b> 21,825.00
	<b>Commission:</b> 3,273.75
	<b>Net Total:</b> 18,551.25

REP HEADLINE# 6305827  
\$\$\$ APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM STATION SEP6/12 12.09  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	POLI/M ROMNEY/R/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	AMERICAN RAMBLER PRODUCTIONS	BUYER NAME	STEPHANIE KINCAID	
		138 CONANT STREET	SALES PRSN	WA- MICK NESCI (H)	
		BEVERLY, MA 01915			
ORDER #	CONTRACT #	6305827	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	ROMNEY FOR PRESIDENT	EST#190	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP7/12	SEP10/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP6/12	12.09

REP: REVISION  
LINE 24 CORRECTED, LINE 26 CREDITED  
NEW TTL \$21,825  
PLS CNF  
THANKS, MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ROMNEY FOR PRESIDENT  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 21825.00  
TOTAL SPOTS 50



REP HEADLINE# 63058227  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP6/12 11.51  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

SEP/12			21825.00									
CONTRACT TOTAL											21825.00	
TOTAL SPOTS											50	

MARKET TOTALS \$275,937 WNCN 8% WRAL 4.5% WTVB 4.0% WRAX 7% WRDC 0% WLFL 0% CABL 0%  
SHARES ARE ESTIMATED  
SVC- NSI BOOKS- NOV/11  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6305827  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703-516-9680  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP

SEP6/12 09.54  
 \*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US  
 AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #  
 BUYER NAME STEPHANIE KINCAID  
 SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6305827

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#190 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP7/12 SEP10/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP6/12 09.54

REP: NEW ORDER  
 TOTAL \$22,075 @51X  
 PLEASE CONFIRM  
 THANKS BEN FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$575.00	9/10	9/10	2		MON	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			700A-900A	30		\$575.00	9/7	9/7	2		FRI	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
3			900A-1000A	30		\$250.00	9/10	9/10	2		MON	2
PROGRAM : TODAY SHOW2												
CON COM1: TODAY SHOW2												

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 190

REP HEADLINE# 6305827  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 09.54  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$250.00	9/7	9/7	2		FRI	2
5			1000A-1100A PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$200.00	9/10	9/10	1		MON	1
6			1000A-1100A PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$200.00	9/7	9/7	1		FRI	1
7			1100A-1130A PROGRAM : MY CAROLINA CON COM1: MY CAROLINA	30		\$75.00	9/7	9/7	1		FRI	1
8			1100A-1130A PROGRAM : MY CAROLINA CON COM1: MY CAROLINA	30		\$75.00	9/10	9/10	1		MON	1
9			500P-530P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$210.00	9/10	9/10	2		MON	2
10			500P-530P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$210.00	9/7	9/7	2		FRI	2
11			530P-600P PROGRAM : JUDGE JUDY B CON COM1: JUDGE JUDY B	30		\$210.00	9/7	9/7	2		FRI	2
12			530P-600P PROGRAM : JUDGE JUDY B CON COM1: JUDGE JUDY B	30		\$210.00	9/10	9/10	2		MON	2



REP HEADLINE# 6305827  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 09.54  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P PROGRAM : NEWS 6P CON COM1 : NEWS 6P	30		\$400.00	9/10	9/10	2		MON	2
14			600P-630P PROGRAM : NEWS 6P CON COM1 : NEWS 6P	30		\$400.00	9/7	9/7	2		FRI	2
15			700P-730P PROGRAM : NEWS 7P CON COM1 : NEWS 7P	30		\$575.00	9/7	9/7	2		FRI	2
16			700P-730P PROGRAM : NEWS 7P CON COM1 : NEWS 7P	30		\$575.00	9/10	9/10	2		MON	2
17			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$275.00	9/10	9/10	2		MON	2
18			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$275.00	9/7	9/7	2		FRI	2
19			1100P-1130P PROGRAM : NEWS 11P CON COM1 : NEWS 11P	30		\$615.00	9/7	9/7	2		FRI	2
20			1100P-1130P PROGRAM : NEWS 11P CON COM1 : NEWS 11P	30		\$615.00	9/10	9/10	2		MON	2
21			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1 : TONIGHT SHOW	30		\$175.00	9/10	9/10	1		MON	1

REP HEADLINE# 6305827  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 09.54  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22	:	:	1130P-1230A	30	:	\$175.00	9/7	9/7	1	:	FRI	1
PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												
23	:	:	700A-900A	30	:	\$200.00	9/8	9/8	2	:	SAT	2
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
24	:	:	1100A-1130A	30	:	\$150.00	9/8	9/8	1	:	SAT	1
PROGRAM : CHRIS MATTHEWS												
CON COM1: CHRIS MATTHEWS												
25	:	:	1200N-300P	30	:	\$350.00	9/8	9/8	3	:	SAT	3
PROGRAM : COLLEGE FOOTBALL												
CON COM1: COLLEGE FOOTBALL												
26	:	:	600P-630P	30	:	\$250.00	9/8	9/8	1	:	SAT	1
PROGRAM : NEWS 6												
CON COM1: NEWS 6												
27	:	:	800A-900A	30	:	\$250.00	9/9	9/9	1	:	SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
28	:	:	1000A-1100A	30	:	\$750.00	9/9	9/9	1	:	SUN	1
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
29	:	:	600P-630P	30	:	\$185.00	9/9	9/9	1	:	SUN	1
PROGRAM : NEWS 6P												
CON COM1: NEWS 6P												
30	:	:	700P-815P	30	:	\$700.00	9/9	9/9	1	:	SUN	1
PROGRAM : FOOTBALL NIGHT IN AMERICA												
CON COM1: FOOTBALL NIGHT IN AMERICA												

\*

*Supplant*

*9/9*

REP HEADLINE# 6305827  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 09.54  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			815P-1130P	30		\$2,500.00	9/9	9/9	2		SUN	2
PROGRAM : NFL FOOTBALL												
CON COM1: NFL FOOTBALL												

SEP/12 22075.00 CONTRACT TOTAL 22075.00  
 TOTAL SPOTS 51

MARKET TOTALS \$275,937 WNCN 8% WRAL 45% WTVB 40% WRAZ 7% WRDC 0% WLFL 0% CABL 0%  
 SHARES ARE ESTIMATED  
 SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WNCN-Raleigh

**Date:**

8/30/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for Aug. 31-Nov. 6					Q

**Total Charges:** \*see schedules for Aug. 31-Nov. 6

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney For President, Inc.

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/30/12

Date

S. Kincaid  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Stephanie Kincaid (on behalf of Romney for President, Inc.)  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

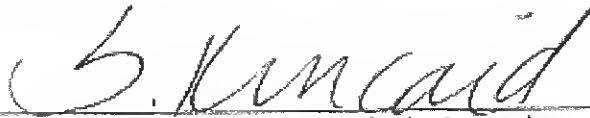
☒ **does**

☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

8/30/12

date